

Draft Until Approved
Avila Beach Tourism Alliance
Board Meeting Minutes

Wednesday, November 15, 2023
Sycamore Mineral Springs Resort Boardroom

Board Members Present:

Dean Hutton, Sycamore Mineral Springs Resort
Ken Kelly, Coastal Vacation Rentals (via Zoom)
Mindy Hunter, Avila Village Inn

Others Present:

John Sorgenfrei, TJA Advertising
Claudia Torkelson, TJA Advertising
Rick Turton, TJA Advertising
Geof Findley, Pale Kai Outrigger Club
Stephanie Rowe, ABTA administrator
Christopher Oh, Avila Lighthouse Suites

Board Members Absent: None

CBID: Cheryl Cuming out sick and unable to attend

-
1. **Call to Order:** By board chair Dean Hutton at 10:08 am. Dean introduced Christopher Oh, new GM at Avila Lighthouse Suites. Chris introduced himself and noted that he is interested in serving on the board.
 2. **Roll Call:** Stephanie Rowe
 3. **Public Comment:** None
 4. **Consent Items:** A motion was made by Dean Hutton and seconded by Mindy Hunter to approve the September 13, 2023 minutes. With no further discussion, the minutes were approved by unanimous voice vote of the local Advisory Board.
 5. **CBID Local Fund Area and Financials Update:** No updates as Cheryl Cuming was out sick.
 6. **Budget Update:** Stephanie Rowe reported that assessment collections in September totaled \$25,195. Available funds (including the carry-forward) total \$355,204. Funds after approved applications and anticipated expenses removed total \$144,878.
 7. **Committee Reports:**
 - a. **TJA Activity Report/Website Analytics Update – John Sorgenfrei, Claudia Torkelson and Rick Turton:** John noted that they are working with Jessica Blanchfield on the Cycle Central Coast takeover for December. They will be setting up website tracking to monitor the effectiveness of the campaign. Claudia mentioned that they are coordinating with Jessica to host a cycling influencer. She noted that the influencer does not have a lot of engagements and flagged it with Jessica that she would like to see a higher quality influencer. She is also working with Jessica on the eblast and blog for December. John noted that they will work on a winter campaign but do not want to make a big push if we have wet winter months like last year.

Claudia reported on social media activity in the last month. Facebook fans increased by +1%/1,080 fans to 81,170. The ad she ran was pointed to Instagram so the numbers went down. Total Impressions -83% to 188,548 and engagements -66% to 10,563. Videos watched decreased -97% to 3,548. She noted the top posts. Instagram gained +1%/32 new followers for a total of 43,234, with impressions +59% for total 1,177,810 and engagements -13% for total 7,069. She noted the top Instagram posts. She used some great photos and videos from H1RT. She also reported on the October social ad spend which was a carousel focused on Where to Stay in Avila

Beach: reach 368,356; website visits 6,048; profile views 5,278 and the cost per website visit .74 cents. YouTube increased slightly last month to 463,324 lifetime video views, up to 449 monthly video views and up to 3.7 average monthly hours watched. She listed the top videos. The monthly blog spotlighted Avila Lighthouse Suites, and she noted that the LocalHood Stories are doing well. The interaction rate is between 70-81% which is high and completion rate between 60-64%.

Rick Turton reported on the website stats for the month. He noted that trying to do a comparison is hard because of the GA4 change in July. Will have to start at the beginning of the year for better comparisons. He noted that because there are not many events at this time, the events and farmers' market searches went down. He noted that people who are coming to our website who are not searching for events are looking for lodging so that is doing well. The third report showed engagement rates for social media.

8. Action/Discussion Items

- a. Follow-up report from Pale Kai Outrigger event** – Geof Findley reported on the event that was held on September 23, 2023. He had Rick show the video and photos that were taken by TJA's photographer at the event. Geof thanked the board for their sponsorship. He noted that Pale Kai is a non-profit organization located in Avila Beach offering competitive Hawaiian style outrigger canoe racing for men and women on the Central Coast. Pale Kai has one main annual fund raiser. He noted that unfortunately, they had a death of one of their team members which took some of their focus off of the event. With the ABTA sponsorship of \$4,500 they were able to:

- Increase funding by over 20% (\$18k vs \$15K)
- Send almost \$2,000 to Maui fire relief fund
- Increase attendance by almost 40% (140 vs 105)
- Double their outside-the-area attendance (25 to 50)
- Paddlers 66% SLO County, 44% outside SLO County

Geof thanked the TJA team for their excellent work promoting the event, creating designs for the flyers, t-shirts and caps, and supporting the event with video/photos. Pale Kai pushed pre-event on its web site, Facebook, and MailChimp via their newsletter – 1,718 views with 2/3 not having seen material from us in the past, AND then after with 802 views and 141 new people – their Communications Manager considered this a huge success. Pale Kai would like to continue this great partnership again next year with the goal of expanding the event in beautiful Avila Beach. John noted that there is a good opportunity to grow the event to include more public activities to encourage overnight stays.

9. Future Agenda Items/New Business

- a.** Updates on Bob Jones Trail, Cherry Canyon emergency access, and future flooding improvements – Supervisor Dawn Ortiz-Legg (Dec)

10. Closing Comments: John Sorgenfrei mentioned perhaps having a dog event like the Corgi Beach Day at Huntington Beach dog beach where thousands of Corgis and their humans attend twice yearly and is billed as "The Biggest Corgi Party on the Planet!"

11. Next ABTA Local Fund Area Board Meeting:

Dates: **December 13, 2023**
Time: **10:00 am – 12:00 pm**
Location: **Sycamore Mineral Springs Resort - Boardroom**

12. Adjournment: The meeting was adjourned at 11:22 am.